

REMARKS

At the outset, Applicant thanks the Examiner for examining the pending application. The Office Action dated February 18, 2010 has been received and its contents carefully reviewed.

Summary of the Office Action

Claims 1-5, 7-12 and 14-16 are rejected.

The Office Action rejects claims 1-5, 7-12 and 14-16 under 35 U.S.C. 103(a) as being unpatentable over Applicant's admission of prior art ("AAPA") in view of U.S. Patent No. 5,936,608 to Springer ("Springer"), U.S. Patent No. 6,778,160 to Kubota et al. ("Kubota"), U.S. Patent No. 6,697,250 to Kuo ("Kuo") and U.S. Patent No. 6,222,512 to Tajima et al. ("Tajima").

Summary of the Response to the Office Action

Applicant has amended claims 1, 7, and 9, and canceled claims 2, 5-6, 13, and 15-17 to further define the invention. Accordingly, claims 1, 3-4, 7-12 and 14 are presently pending. No new matter has been added. Reexamination and reconsideration of the pending claims are respectfully requested.

Rejection Under 35 U.S.C 102and 35 U.S.C. 103

Claim 1 is allowable over the cited references in that claim 1 recites a combination of elements including, for example, "a memory temporarily storing the second and third data; a position designator designating the specific area of the liquid crystal display panel where the second data is implemented; a timing controller realigning the first to third data; a data driver applying the first data to the display area during the first field, and applying the second data to

the specific area and the third data to the non-specific area during the second field; and a gate driver supplying a scan pulse, wherein the second data has different brightness level from the third data, and the third data is a black data, wherein the liquid crystal display panel displays a video signal of the first data in the first field, and then display the second data at the specific area and the third data at the remaining area in the second field, wherein the brightness level of the second data is higher than brightness level of the first data, and wherein the position designator designates the specific area in accordance with a program in a computer system.”

Claim 7 is allowable over the cited references in that claim 7 recites a combination of elements including, for example, “a memory temporarily storing the second and third data; a timing controller realigning the first to third data; a data driver applying the first data to the display area during the first field, and applying the second data to the specific area and the third data to the non-specific area during the second field; and a gate driver supplying a scan pulse, wherein the second data has different brightness level from the third data, and the third data is a black data, and wherein the liquid crystal display panel displays a video signal of the first data in the first field, and then display the second data at the specific area and the third data at the remaining area in the second field, wherein a frame of image data stored in the memory includes at least two fields, and wherein each of the two fields correspond to a different brightness level.”

Claim 9 is allowable over the cited references in that claim 9 recites a combination of elements including, for example, “generating a third data for displaying in the non-specific area; applying the first data to the display area during the first field; and applying a second data to the specific area and applying a third data to the non-specific area during the second field, wherein the second data has different brightness level from the third data, and the third data is a black

data, wherein the liquid crystal display panel displays a video signal of the first data in the first field, and then display the second data at the specific area and the third data at the remaining area in the second field, and wherein the brightness level of the second data is higher than brightness level of the first data.”

In particular, Springer teaches “Therefore, the predetermined conditions of operating system events which may be identified by the operation rules module 300 as requiring a variation in the brightness of the selected visual objects include; visual objects not in the computer system user’s focus; a visual object with drawing activity indicating that the visual object has come into the computer system user’s focus. A visual object no longer in the computer system user’s focus would require dimming with some possible exceptions, and a visual object with drawing activity which indicates that the visual object has come into the computer system user’s focus would be brightened.”

From Springer above, the parameter is the predetermined conditions for a variation in the brightness. Thus, conditions are already set and become kinds of command values. Brightness levels of different objects are differently varied, i.e. dim or bright.

Also, Springer does not disclose that the predetermined conditions are displayed on the liquid crystal display panel in one field in one frame.

The present disclosure teaches that “wherein the second data has different brightness level from the third data, and the third data is a black data, wherein the liquid crystal display panel displays a video signal of the first data in the first field, and then [displays] the second data at the specific area and the third data at the remaining area in the second field, wherein the brightness level of the second data is higher than brightness level of the first data, and wherein

the position designator designates the specific area in accordance with a program in a computer system.”

Also, the present disclosure teaches “wherein the liquid crystal display panel displays a video signal of the first data in the first field, and then [displays] the second data at the specific area and the third data at the remaining area in the second field, wherein a frame of image data stored in the memory includes at least two fields, and wherein each of the two fields [corresponds] to a different brightness level.”

Thus, Springer fails to disclose this feature of the claimed invention. In addition, none of AAPA, Kubota, Kuo and Tajima discloses this feature of the claimed invention. In addition, none of AAPA, Kubota, Kuo and Tajima discloses this feature of the claimed invention.

None of the cited references, singly or in combination, teaches or suggests at least this feature of the claimed invention. Accordingly, Applicant respectfully submits that claims 1, 7 and 9 and claims 3-4, 8, 10-12 and 14, which depend therefrom, are allowable over the cited references.

In view of the foregoing, Applicant respectfully requests reconsideration and the timely allowance of the pending claims. Should the Examiner feel that there are any issues outstanding after consideration of the Response, the Examiner is invited to contact the Applicant's undersigned representative to expedite prosecution.

EXCEPT for issue fees payable under 37 C.F.R. § 1.18, the Commissioner is hereby authorized by this paper to charge any additional fees during the entire pendency of this application including fees due under 37 C.F.R. §§ 1.16 and 1.17 which may be required, including any required extension of time fees, or credit any overpayment to Deposit Account No.

50-0310. This paragraph is intended to be a **CONSTRUCTIVE PETITION FOR**

EXTENSION OF TIME in accordance with 37 C.F.R. § 1.136(a)(3).

Respectfully submitted,

MORGAN, LEWIS & BOCKIUS LLP

Dated: May 18, 2010

By: /Mary Jane Boswell/
Mary Jane Boswell
Reg. No. 33,652

Customer No.: 009629

MORGAN, LEWIS & BOCKIUS LLP

1111 Pennsylvania Avenue, N.W.

Washington, D.C. 20004

Telephone: 202-739-3000

Facsimile: 202-739-3001